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## Varied Skills Enter Free Lancing

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## Varied Skills Enter

# Free Lancing

*Doris McCray, Ex. '20, free lance writer and consultant, tells how she has met and solved problems in her work*

**C**ONSULTANT work or free lancing requires ability to handle more than one type of work, a development of varied skills.

I found the writing of factual material into 15-minute radio programs for two voices one of my most difficult assignments, from the angle of getting humor into them. I studied nearly every dramatic program on the air and did an enormous amount of reading to catch that elusive factor of humor.

In cooking schools, it is easy to catch reactions from the audience. The women come expecting to be entertained. They enjoy the show more than a good movie, and the salesman or master of ceremonies can always be prodded to tell a good joke.

One strives for the dramatic presentation—eight loaves of bread whisked out of the oven at once, or, as if by magic, a luscious, colorful gelatine dessert, ready to serve in only 15 minutes. This is served with plenty of intermissions for them to tell their neighbor of a favorite way of mixing and baking.

Serious discussions of child care or parent training demand careful planning and plenty of ingenuity. I remember an experience when I was to be one of a group of speakers at an all-day conference on homemaking and the others, for various reasons, could not speak. Single-handed I conducted all of the meetings during the day, varying the subject matter and the handling.

I started an early morning discussion with a demonstration of cooking utensils brought from my own test kitchen, followed with a serious discussion of one phase of nutrition. I lightened things up a bit with party suggestions after luncheon and closed the day with some important factual material on household budgets handled carefully so that each woman would smile knowingly to her neighbor, yet gain some ideas.

As to the difficulties of working and homemaking at the same time, any one who has ever tried knows it is a five-ring circus compared to the conventional three-ring type. If there is enough outside work to keep you busy, there is too much to attend to the housework personally, and someone else doing it may not be completely satisfactory.

If there is not enough outside work to keep you busy, then there is not enough income to cover the books you must buy, and the trips to a good research library. It is almost impossible to sell material which is just a re-hash of school notebooks—I gave that idea

a thorough trial when first out of school. There must be more information which is not generally available.

Photographs are more work than the results may indicate. If food photographs are your aspiration, take all the college courses which relate to this work, and continue to study while working. I have collected many tablecloths, an attic full of utensils and a basement full of glassware and china, but often lack the piece I need. I browse from one store to another to find a certain color or design for it is difficult to estimate how the camera will pick up colors.

*Miss McCray plans demonstrations in her kitchen for ease before an audience. Here she trims a whole stuffed cabbage*

